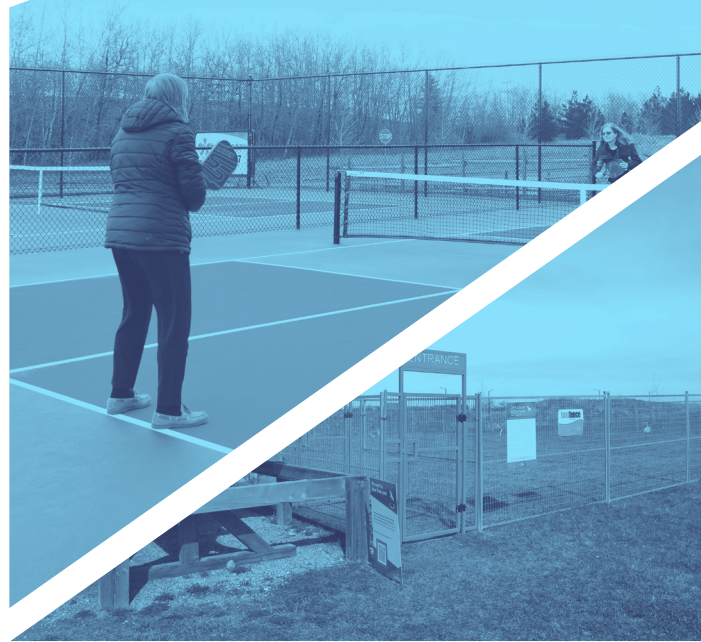


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24

COMMUNICATIONS & MARKETING SERVICES

Q2 REPORT



INTRODUCTION

The City's Communications and Marketing Services (CMS) department is agile, multi-disciplinary and insight driven. We balance traditional skills like writing, storytelling and media management with expertise in areas such as content marketing, risk management and creative development.

This report outlines the team's business performance for Q2 2024. It includes information related to divisional projects requiring communications support, work that has a direct tie to the City's Strategic Plan and/or Corporate Business Plan, channel performance and an update on progress made to advance the 2024–2026 Municipal Communications Strategic Plan.

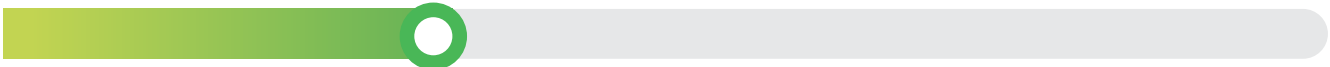


DIVISIONAL SUPPORT

In 2024, CMS will adjust the way it tracks its support on divisional projects so we can report the number of hours the team commits to projects of varying scope and complexity. This will allow us to better understand the resources required to keep pace / meet the City's communication needs. As the team uses Smartsheet (a newly implemented project management program) to manage its workload, richer data and insights will become available.

*At the close of Q2 2024, the department has **completed 32%** of its work for the year, **45% is in progress** and **23% has not yet started**. CMS supported 10 pop-up projects this quarter.*

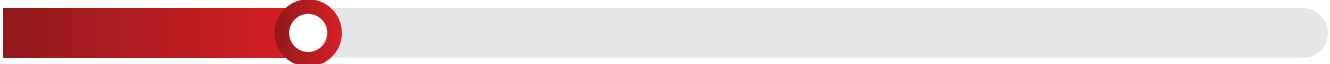
32% COMPLETED



45% IN PROGRESS



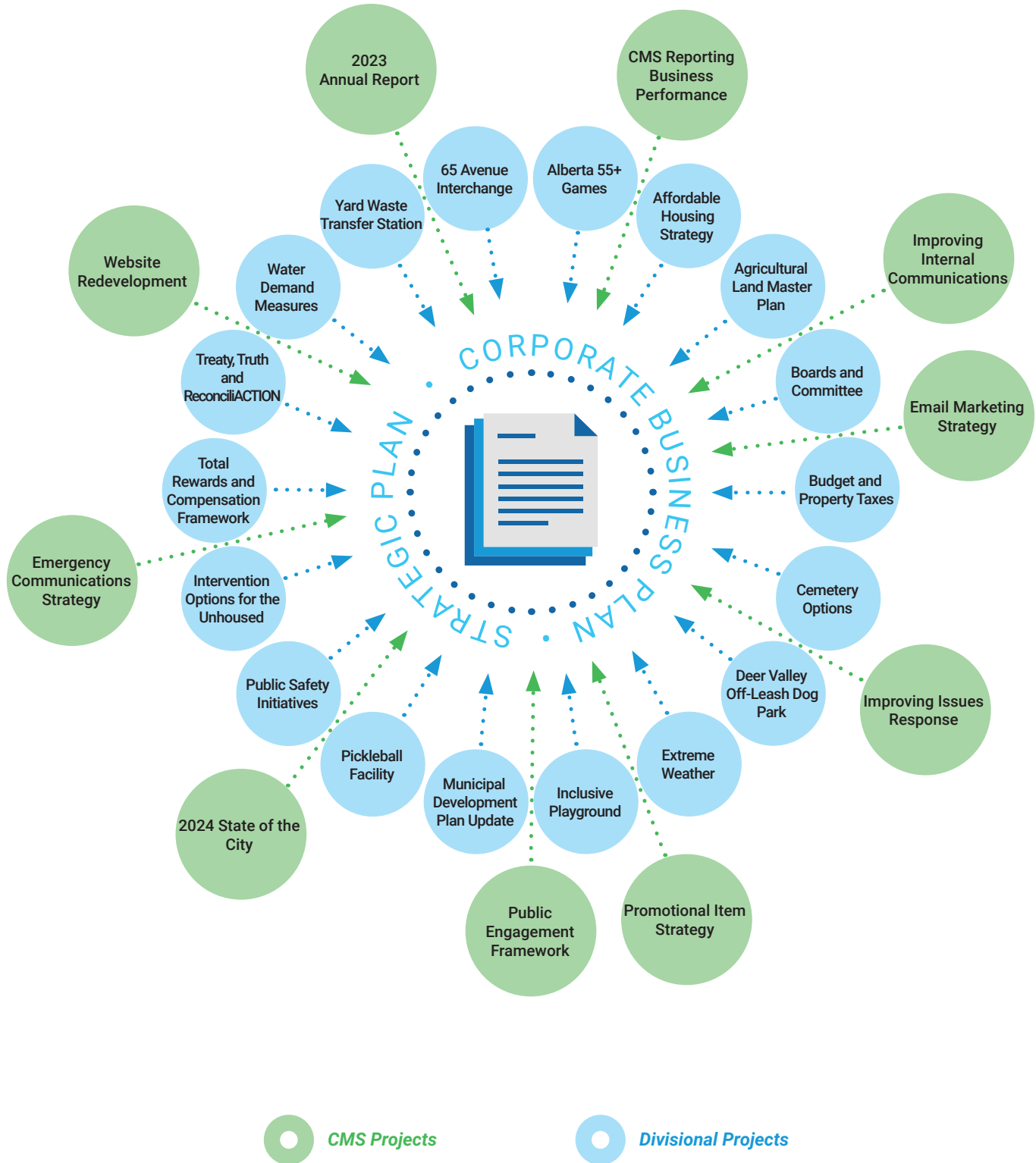
23% NOT STARTED YET



2024

STRATEGIC ALIGNMENT

In total, 19% of the projects supported by CMS in Q2 2024 were directly tied to the City's Strategic Plan and/or Corporate Business Plan, and 81% are operational.



CHANNEL PERFORMANCE

WEBSITE

More people visited the site in Q2 2024 than Q1 2024 (+11%) but fewer people visited the site in Q2 2024 than Q2 2023 (-14%). Pageviews also declined this quarter compared to Q2 2023 (-10%). The decline can be attributed to a new IP address filter that's recently been applied to remove internal traffic to the site from our analytics. This change will impact website analytics for the remainder of the year; however, it will provide a more accurate representation of channel performance moving forward.



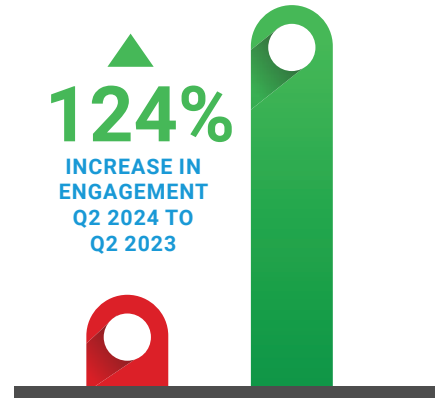
Of note, the Canada Day web page nearly doubled in traffic this year compared to 2023 and accounted for 2.6% of overall site traffic in Q2 2024. All event information was consolidated onto one page this year, which may have supported this increase.

TOP PAGES FOR Q2 2024

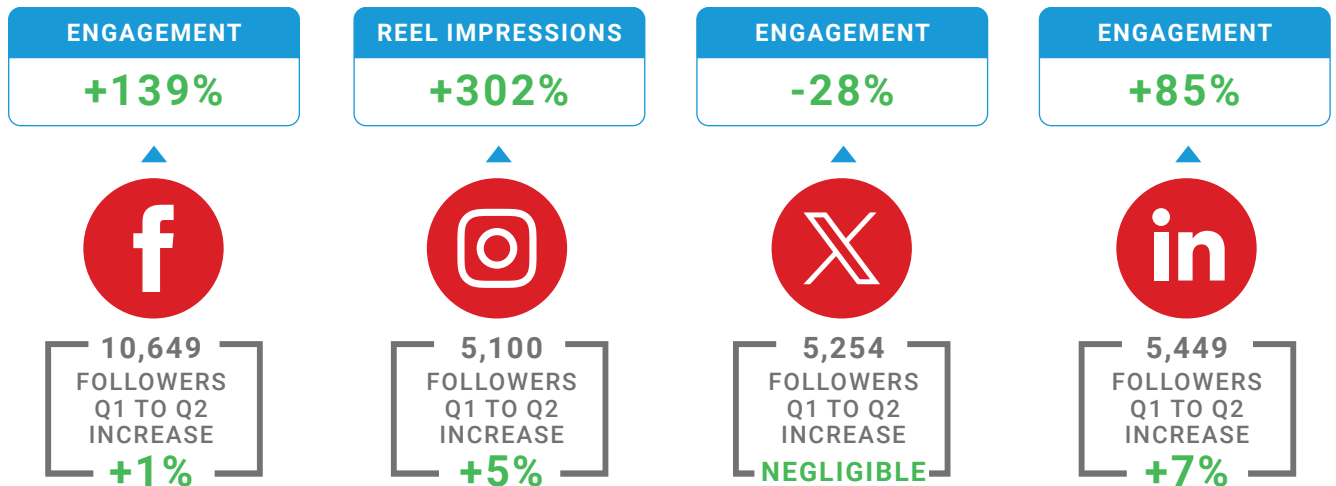


SOCIAL MEDIA

The City's social media is very effective in reaching and engaging our community on important information. The City's total engagements on social media continues to increase; engagements increased 125% in Q2 2024 over Q1 2024, and 124% when compared to the same period last year. Engagement on Instagram rebounded this quarter, with 127% increase over Q1 2024, and reel impressions continue to trend upwards with a 302% increase over Q1 2024. Each channel also grew in followers.



Q2 2023 TO Q2 2024

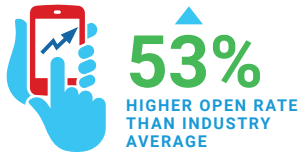


2024



EMAIL MARKETING

The total number of subscribers to the City’s email marketing tool grew by 1% in Q2 2024 to a total of 1,590, a significantly slowed increase from previous quarters. Compared to Q2 2023, the number of e-news communications distributed in Q2 2024 was very similar (-3%) and our open rates were the same (66%).

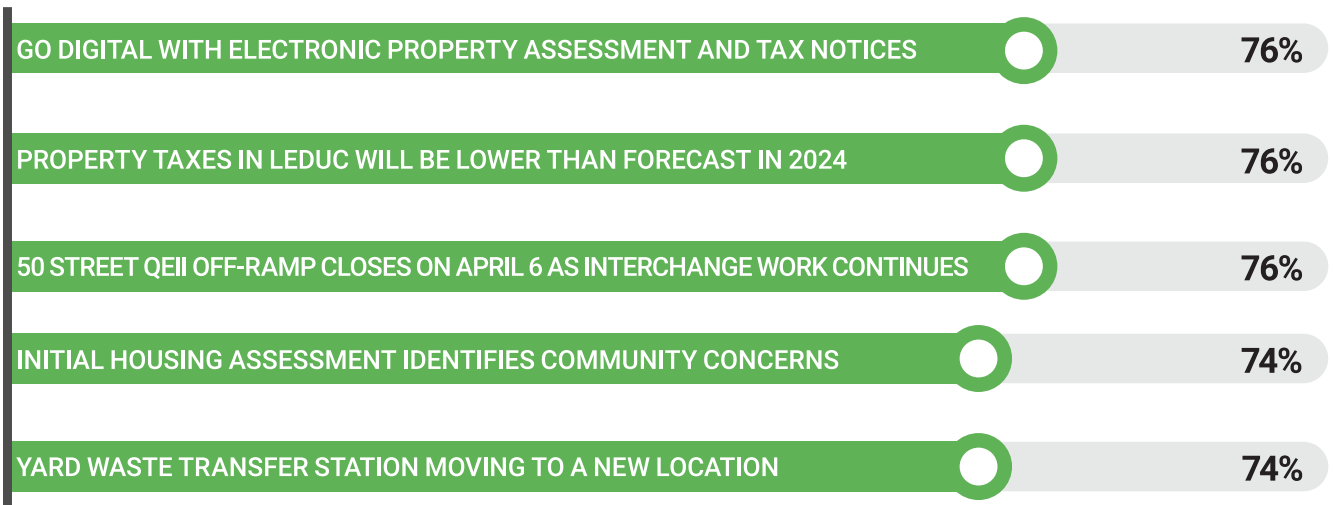


Of note, we saw a 140% increase in the number of people unsubscribing in Q2 2024 compared to Q2 2023, meaning residents are showing very early signs of overwhelm/disinterest and are beginning to take action to unsubscribe.

Careful consideration needs to be used moving forward to guard against being perceived as sending spam content. In this quarter, an email marketing strategy was completed by a consultant and will be implemented in stages this fall. The intention is to provide more meaningful content to segmented audiences.

Through the last quarter, we know residents were most interested in e-news about property taxes and closure of the 50 Street QEII off-ramp (76% open rate) and least interested in the GFOA budget award (51% open rate). That said, the open rate on our least successful e-news item was still above the industry average of 43%.

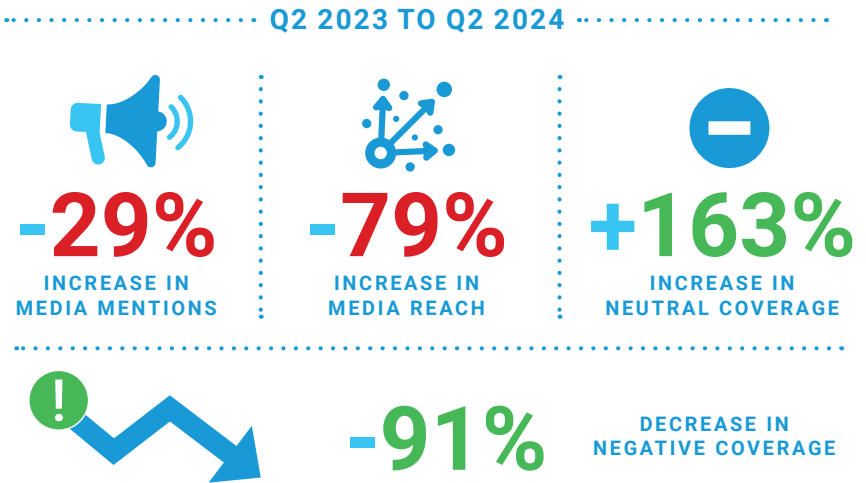
MOST POPULAR CONTENT BY RESIDENT OPEN RATE



NEWS

EXTERNAL MEDIA

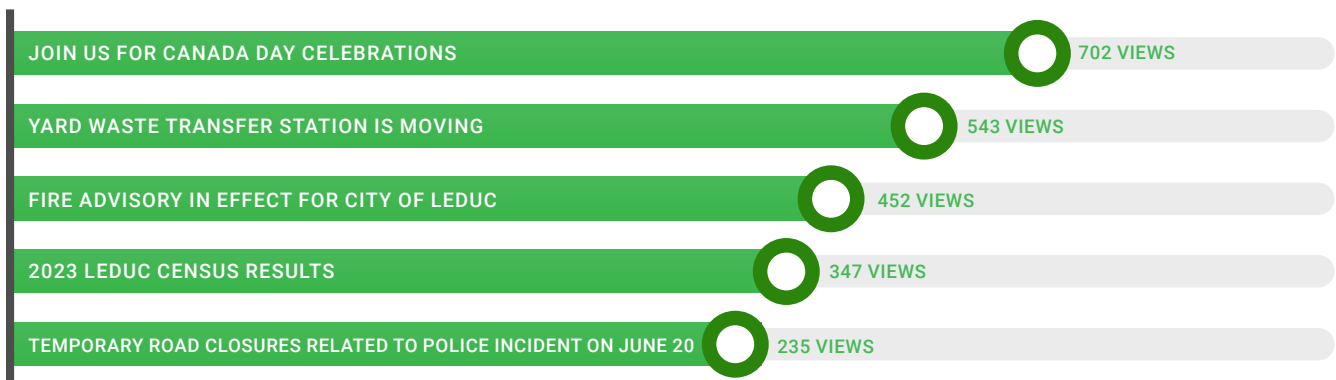
The City received 119 mentions in the news media this quarter (-29% from Q2 2023) reaching 20 million people (-79% from Q2 2023). Most articles mentioning the City in Q2 2024 were neutral in sentiment (84%), representing a 163% increase in neutral news coverage from Q2 2023. There was also a 91% decrease in negative news coverage over Q2 2023.



The Leduc Rep continues to generate the greatest number of news articles about the City (25 articles in Q2 2024) while Global News’ coverage continues to have the greatest reach (7.99 million people). This is not surprising with local outlets having a vested interest in covering news in our community and regional outlets having a larger audience base, more resources and methods to share the news.

LEDUC.CA NEWS

Our own website continues to be a key source of information for residents. In Q2 2024, there were 8,240 page views on Leduc.ca news items (-19% from Q2 2023). The most popular website news item this quarter was related to Canada Day, which is consistent with interest from the community on this event as demonstrated through web page traffic.



COMMUNICATIONS AND MARKETING PROJECTS

CMS will lead several projects in 2024 to advance the 2024-2026 Municipal Communications Strategic Plan. Information about project milestones and status updates is included here.

	Q1	Q2	Q3	Q4
Improving Internal Communications	Select consultant	Create employee personas Conduct internal audit	Consider recommendations from audit Develop internal Communications Framework	Socialize Framework
Email Marketing Strategy	Select consultant	Develop strategy	Develop content plan in alignment with strategy	Implement content plan
Website Redevelopment	Complete 2023 Web Strategy Issue RFP for website redesign	Select website vendor Hire website administrator	Website development Complete testing and quality assurance Establish website governance roles Begin design, content redevelopment Develop implementation plan	Migrate approved content Train staff Launch updated website Q1 2025
Public Engagement Framework	Public engagement workshop with City Council Update Public Engagement Policy	Public engagement training for staff	Develop standard operating procedure for sharing What We Heard Reports	
Improving Issues Response	Media training for Communications and Marketing team	Media training for Executive and City Council	Media training for internal spokespeople	
Emergency Communications Strategy	Approval of updated emergency communications plan	Public education on the City's emergency communications process	Train communications staff on updated plan Practice scenarios with communications staff	
Promotional Item Strategy	Compile internal engagement results	Complete research	Develop strategy Update policy Approval of policy and strategy Develop implementation plan	Socialize policy and strategy Begin implementation

2024



IMPROVING INTERNAL COMMUNICATIONS

This project will provide insight into which internal communication channels work / don't work and why. Deliverables include an internal audit report with recommendations for improvement, employee personas and an Internal Communications Framework that gives staff guidance about what should be communicated, by whom, through what channels, and at what time.

EMAIL MARKETING STRATEGY

CMS has recently taken small steps to improve the City's external facing e-news platform but recognizes there are significant opportunities to better leverage the Constant Contact program for mass and targeted email communication. Deliverables for this project include an email marketing strategy and content plan.

WEBSITE REDEVELOPMENT

The City's current website was built in 2015 and over the past eight years website design trends, technology, and leading practices have changed significantly. Last year we began a two-year website redevelopment project to entirely transform Leduc.ca.

PUBLIC ENGAGEMENT FRAMEWORK

Implementation of the City's Public Engagement Framework is ongoing and includes continued training and resource development to support internal teams conducting this work.

IMPROVING ISSUES RESPONSE

Part of our ability to successfully respond to issues is based on our ability to conduct strong media interviews where City spokespeople provide succinct, relevant information and deliver our key messages. Media training has been sourced and is being provided for various spokespeople and leaders in the City.



EMERGENCY COMMUNICATIONS STRATEGY

This project is intended to best prepare the organization and communications team for four distinct phases of an emergency: mitigation, preparedness, response and recovery. It involves outlining the structure, key responsibilities, and general procedures to address immediate and post event communication requirements of municipal emergencies so individuals in the community are empowered to make decisions and take actions to reduce harm to life and destruction of property.

PROMOTIONAL ITEM STRATEGY

There are inconsistencies amongst City teams in how promotional items and wearables are ordered, how they are branded and for what reasons. Internal engagement was completed in partnership with Procurement in 2023 to compile current processes and sentiment. This activity showed most staff are in favour of a City-wide approach to promotional items and the procurement process.